

# Baseball tops \$31 million

Radio-TV rights for major-league teams climb

\$2.8 million higher than the tab for last season; cost to sponsors hits \$107 million

Radio-television rights for major-league baseball rose to an estimated \$31,785,000 this year, according to BROADCASTING's annual survey of stations, advertisers and teams.

The figure includes \$19,085,000 for local radio-TV rights, \$6 million from NBC-TV to the 20 teams (\$300,000 each) for its *Game of the Week* coverage, and \$6.7 million from NBC to the baseball commissioner's office for the All-Star Game and World Series.

The 1968 total is \$2,860,000 more than last year's \$28,925,000. A survey of minor-league baseball, the Pacific Coast League and the International League, indicated the 20 AAA teams will receive about \$355,000 from local radio and television this year.

The cost to sponsors for basic rights, time on regional networks that range up to 100 radio stations, talent and production will be approximately \$107 million, a rise of \$2 million from the 1967 figure. The \$107 million also includes the pregame and postgame shows, game spot adjacencies, and special shows between doubleheaders.

Financial arrangements for NBC's *Game of the Week* this season are part of a network-baseball pact signed in October 1965, which called for \$30.6 million from 1966 through 1968. A new package for 1969-71, signed last August, will cost NBC considerably more: \$49.5 million, a 66% increase over the 1965 contract. Both baseball and broadcast executives in previous years reportedly felt that the total audience for nationally televised games had peaked in 1966 and would not increase substantially above the 11.2% average rating (6,070,000 homes) baseball games attracted that year.

They were wrong.

NBC's baseball coverage last year earned an all-inclusive average rating of 12.8% or close to 7.1 million homes, network officials reported. Baseball men, who read batting averages with a keen eye, had no trouble reading the ratings. After they saw the figures, the result was the higher-priced package negotiated last August.

A significant departure from the status quo in major markets this year is the move of two American League teams to UHF outlets. The Chicago

White Sox, who previously shared WGN-TV Chicago with the Chicago Cubs, will find a new home in the UHF band on WFLD-TV. At the same time the Sox will increase their TV schedule to 144 games and increase their audience by the use of another UHF outlet in Milwaukee, WTVT-TV.

Last year Kansas City Athletics owner Charles O. Finley, reflecting on the meager \$98,000 in TV revenues his club received in Missouri, decided it might be more profitable to move his club to Oakland, Calif., where he had been promised a yearly television base of \$705,000. The Athletics are now in Oakland, and KBHK-TV, Kaiser Broadcasting's month-and-a-half-old UHF in San Francisco, has scheduled 25 road games of the newly arrived team.

The move to UHF is not expected to reap an immediate bonanza for either the Chicago or San Francisco UHF. As of last week WFLD-TV reported that no bulk sponsors had signed for Sox TV coverage, while KBHK-TV had found it was having difficulty selling the remaining half of its play-by-play coverage in large blocks. First half went to Atlantic-Richfield for exclusive rights on radio-TV.

UHF is an accepted fact in Chicago and WFLD-TV claims more than 60% set penetration in its eight-county area. In the Bay Area, however, even the educational station is a VHF, and UHF

## A first for MGM TV

MGM Television, a division of Metro-Goldwyn-Mayer Inc., today became the first program producer to join the Television Bureau of Advertising.

Announcement that MGM TV was joining TVB, was made by John B. Burns, MGM vice president in charge of television, and Norman E. Cash, TVB president.

Mr. Cash said that since programming is the single largest investment in station operations, "it is appropriate that broadcasters and producers share in . . . efforts to inform the advertiser of TV's increasing values."

inroads have been slight. However, one broadcasting executive last week felt Kaiser may be making a big name for itself in the gamble on the Athletics.

On the East Coast, the radio coverage problems of the New York Mets were somewhat alleviated last week by the announcement that the Mets could now be heard on a station in their own city—WABC-FM. WABC-FM will be part of a new Mets network extending into the Middle Atlantic and New England states. The Mets originating station will continue to be an AM outlet located in the foreign world across the Hudson—WJRZ Hackensack (Newark), N. J. The Mets are also heard on Long Island over WGLI Babylon, N. Y.

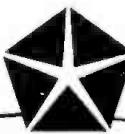
Commenting on the Mets' new FM outlet in New York, a spokesman for Grey Advertising, which handles the Rheingold account, said: "Grey and Rheingold are excited about FM. We feel set penetration justifies WABC-FM's place in the Mets network." Less enthusiastic about the potential of the Mets on FM were the comments of two independent AM's in the New York market, who felt the team was not among broadcasting's most desirable properties. And an agency executive felt FM set penetration among baseball fans did not justify the choice.

Color coverage of baseball on TV, already far advanced last year, will increase this season with all or nearly all local telecasts in color. Color will be used for the complete TV schedules in Atlanta, Philadelphia and Pittsburgh for the first time. Only in Houston will there be no colorcasts. The Astros, which package their own games on radio-TV at a cost of more than \$700,000 (coming out of \$1.7 million Schlitz pays for the package) are staying away from color because of the added cost.

NBC-TV's *Game of the Week* series, which starts April 13, will cover 25 Saturday afternoons from that date to Sept. 28, plus three night games on June 3, July 22, and Sept. 2.

A factor both NBC and baseball men know has helped the over-all ratings for the nationally televised contests has been the three night games, which earned considerably higher ratings than those broadcast during daylight hours. Most impressive ratings gain in 1967

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AND NO  
ERRORS!

DECISIONS...  
DECISIONS!  
WHICH  
CHRYSLER-BUILT  
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PLAY!

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DEALERS

was earned by the All-Star game, which, for the first time, was played under the lights (Eastern time) and which reached more than 14-million homes via NBC-TV, a gain of some 91% over the audience for 1966's daylight contest. The All-Star game this year is scheduled for the evening of July 9.

Network and baseball officials won't say, but it's known that a great deal of thought has been given to increasing the number of night contests in the yearly schedule. Most games are played during months that offer the viewer only reruns and summer replacements; major league baseball on a regular schedule would offer an alternative to both viewer and advertiser.

Broadcaster-baseball executive John Fetzer, who has been instrumental in drawing up the network package, noted that baseball men would like NBC to carry more night games and that if the network wants to move some of the Saturday games to weekday nights there'll be no kick from the teams.

Both network and big-league baseball, however, find themselves in a quandary as far as the World Series is concerned. Nighttime All-Star games have proven to be a ratings blockbuster, in sports terms anyway, and the bets are that nighttime Series broadcasts would do even better.

But, the problem for television is that the World Series takes place just when all three networks are grappling for top rung on the fall ratings ladder.

Speculation that this year—or next—will see the first of the nighttime World Series games is rife in baseball and television circles. Carl Lindemann,

vice president for NBC Sports, however, says that no firm decisions have been made by either side. And Mr. Fetzer said that although the subject has been discussed, he knows of no imminent plan to move the series under the lights.

Whatever the decision on nighttime World Series games, NBC will be providing a lot of baseball this coming season. For one thing, all 20 major-league teams are included in this year's baseball package, including the Philadelphia Phillies, which last season finished a three-year, \$3.9 million local contract that precluded coverage by NBC.

As in 1967, NBC will schedule one game nationally as well as a back-up game going into the markets of the teams playing in the nationally televised contest. Since all big-league stadiums have adequate lighting for color, NBC plans to telecast all games in color.

Curt Gowdy, Peewee Reese and Sandy Koufax will again work the national game each week. Jim Simpson and Tony Kubek will handle the play-by-play for the back-up game.

NBC's *Game of the Week* is already 80% sold, say network officials. And signed up so far are Gillette, Chrysler, R. J. Reynolds Tobacco, Phillips Petroleum, and Schlitz brewing.

Going rates for the games are: \$30,000 per minute for all weekly games, the All-Star Game and the World Series games; \$20,000 per minute for the 25 Saturday games; \$25,000 for the three night games; \$60,000 for the All-Star game; and \$80,000 per minute for the World Series games.

Again this year breweries, oil companies and cigarette makers make up the bulk of the sponsor list, although banks, finance companies, car dealers and airlines are also featured prominently in the list. Breweries, in fact, show up on the radio-TV schedules of 19 major league teams, the Athletics being the only exception to the rule. Eighteen breweries are on the sponsor list this year, along with nine oil companies, three banks and three airlines.

Among the oil companies Atlantic-Richfield through N. W. Ayer and Hixon & Jorgensen is sponsoring six teams, while Sun Oil through Esty and Pure Oil through Burnett have four and five teams respectively.

R. J. Reynolds through Dancer-Fitzgerald-Sample leads the cigarette makers with nine teams, and General Cigar through Young & Rubicam also has extensive coverage with six teams. Baseball has not been noticeably affected so far by requests by Senators Robert F. Kennedy (D-N. Y.) and Warren Magnuson (D-Wash.) that tobacco companies reconsider their sports sponsorship (BROADCASTING, Feb. 12).

Again this year one of the leading sponsors is Allstate Insurance with 10 teams, six in the National League and four in the American League. Airlines in the sponsor group include American through Doyle Dane Bernbach, United through Burnett, and Continental through Needham, Harper & Steers.

While most of the advertisers are already on the dotted line, a check of the teams and stations shows some holes. The unwritten rule demands a harder selling job for the station when the team turns up as an also-ran rather than a pennant contender. The Phillies are understood to have taken a rights cut this year because they have not lived up to the pennant potential they had when the \$3.9 million pact was signed in 1964. Here's how the individual teams line up:

## AMERICAN LEAGUE

**Baltimore Orioles** • WJZ-TV Baltimore will televise 52 Oriole games, all in color, including 46 road games and six home games. There will be no regional TV network. The station plans five-minute pregame and postgame shows. The pregame show will be alternately sponsored by Household Finance through Needham, Harper & Steers and Hauswald Bakery through W. E. Long Advertising. WBAL Baltimore will carry 14 exhibition games and will feed the regular season games to 67 radio stations in Pennsylvania, Maryland, Virginia, New Jersey, West Virginia, Delaware, North and South Carolina and Tennessee. Radio pregame and postgame shows will be fed to the network and sold locally. Announcers for

## Commercial preview: high-rising Dickies

Television has had its 10-foot-high washing machines but now has a pair of pants a foot longer. Dickies Slacks, (Williamson-Dickie Manufacturing Co., Fort Worth) has produced a one-minute commercial that has a young man "grow tall" by having the length of his trousers extend 11 feet. This growth occurs after a kiss from his girl friend.

To obtain the realistic ploy on long pants, Dickies Slacks made the pair in which the male model (on stilts of course) appears in the commercial. Production of the filmed commercial was handled by Savage Friedman, New York, with Sol Goodnoff, producer. Chuck Kanzer (1), vice president, Slesar & Kanzer, New York, Dickies' advertising agency, is shown on the set as the trousers are put in place for model Doug Higgins.



The spot-TV campaign starts March 1 in 25 markets in the Southwest, with plans to extend it to 100 markets in the U. S.

## What baseball gets from broadcasting

Rights figures are BROADCASTING estimates. Asterisk following the 1967 figure denotes a revised estimate of rights. The figures do not include rights paid by NBC for nationally televised games. Originating stations for TV and radio are listed with number of stations in parentheses.

### National League

Team	1968 Rights	1967 Rights	Television	Radio	Sponsors & Agencies
ATLANTA	\$1,200,000	\$1,200,000	WSB-TV (23)	WSB (47)	Coca-Cola (M-E), P. Lorillard (Grey), Pure Oil (Burnett), Falstaff Brew. (FC&B).
CHICAGO	1,000,000	550,000	WGN-TV (7)	WGN	R. J. Reynolds (DFS), Jos. Schlitz Brew. (Burnett), each $\frac{1}{4}$ TV; Allstate Insurance (Burnett), Pure Oil (Burnett), Zenith Distributing (Interocean Adv.), Household Finance (NH&S), United Airlines (Burnett), each 3/34 TV; 2/17 TV open; Buick Dealers of Metro Chicago (North Adv.), Hellemann Brew. (M-E), Martin Oil (Petroleum Services Adv.), Oak Park Federal (Connor-Sager), Montgomery Ward (Lillenfeld), Serta Mattress (Marvin Frank), each 1/6 radio.
CINCINNATI	500,000	500,000	WLWT (6)	WCKY (100)	Weidemann Brew. (M-E), 100% radio (will sell some off); Hudepohl Brew. (Stockton-West-Burkhart), $\frac{1}{2}$ TV; $\frac{1}{3}$ TV open.
HOUSTON	1,770,000	1,770,000	KTVT (16)	KPRC (32)	Jos. Schlitz Brew. (Burnett), Coca-Cola (M-E), Duncan Foods (TL&K), Texaco (B&B).
LOS ANGELES	1,000,000	1,000,000	KTTV	KFI (10)	Union Oil of Calif. (Smock/Waddell), $\frac{1}{2}$ radio-TV; Security First Natl. Bank (Y&R), $\frac{1}{4}$ radio; Burgermeister Beer (PKG), $\frac{1}{4}$ radio-TV; $\frac{1}{4}$ TV open.
NEW YORK	1,200,000	1,275,000	WOR-TV	WJRZ (31)	Rheingold Brew. (Grey), $\frac{1}{4}$ - $\frac{1}{2}$ TV, $\frac{1}{4}$ radio; Household Finance (NH&S) alt. $\frac{1}{4}$ radio; $\frac{1}{2}$ radio open; R. J. Reynolds (DFS), $\frac{1}{2}$ TV; Sun Oil (Esty), $\frac{1}{4}$ TV; Allstate Insurance (Burnett), 1/15 TV; Gen. Tire (D'Arcy), 2/15 TV.
PHILADELPHIA	1,000,000	1,300,000	WFIL-TV (5)	WCAU (23)	Atlantic-Richfield (Ayer), Ballantine (SSC&B), each $\frac{1}{4}$ radio-TV; R. J. Reynolds (DFS), Allstate Insurance (Burnett), each part. TV; Tasty Baking (Aitken-Kynett), 1/6 radio; B. F. Goodrich (BBDO), 1/12 radio; 1/12 radio open.
PITTSBURGH	450,000	450,000	KDKA-TV (3)	KDKA (30)	Atlantic-Richfield (Ayer), Pittsburgh Brew. (KM&G), each $\frac{1}{2}$ radio-TV; R. J. Reynolds (DFS), Allstate Insurance (Burnett), each part. TV; Chrysler-Plymouth Dealers (Y&R), Foodland Supermarkets (Lando), each 1/6 radio.
ST. LOUIS	550,000	550,000	KSD-TV (16)	KMOX (100)	Anheuser-Busch (D'Arcy $\frac{1}{2}$ TV, Gardner $\frac{1}{4}$ radio); R. J. Reynolds (DFS), Shell Oil (O&M), each $\frac{1}{2}$ TV; Union Electric (Gardner), Kroger (C-M), Allstate Insurance (Burnett), Pontiac (MJ&A), each 1/10 TV; General Finance (PKG), $\frac{1}{4}$ radio; D-X Sunray (Gardner), Goodrich (BBDO), each 1/6 radio.
SAN FRANCISCO	1,000,000	1,000,000	KTVU	KSFO (18)	Standard Oil of Calif. (BBDO), $\frac{1}{4}$ radio-TV; Philip Morris Inc. (Burnett), Allstate Insurance (Burnett), each $\frac{1}{4}$ TV; Roos/Atkins (L&N), Pacific Tel. (BBDO), Burgemeister Beer (PKG), each $\frac{1}{4}$ radio; $\frac{1}{4}$ TV open.
N. L. TOTALS	\$9,670,000	\$9,595,000			

Thompson and Bill O'Donnell.

**Boston Red Sox** - WHDH-AM-TV Boston will carry the defending American League champions in the second year of a three-year contract. WHDH will broadcast all 162 regular-season games plus four or more exhibitions, and will feed them to a network of approximately 43 New England stations. Pregame shows are *Dugout Interviews* with Ken Coleman, one-third sponsored by Dutch Boy Paints, through Marschalk Co., and a five-minute *Warmup* with Don Gillis, sponsored by Household Finance through Needham, Harper & Steers; Bob Wilson announces the postgame *Sports Extra*, sold to Community Opticians and Capitol Bank & Trust. WHDH-TV to televise 56 games, 29

at home, 27 away, all in color, and will feed a network of about seven stations in New England. One exhibition game on the schedule is with the St. Louis Cardinals on March 17. A pre-game show will be done by Messrs. Coleman and Gillis. The postgame *Scoreboard* will be handled by Johnny Most and sponsored by General Mills through Knox Reeves Advertising. Mr. Coleman, Ned Martin and Mel Parnell will cover play-by-play on radio-TV. **California Angels** - KMPC Los Angeles begins its eighth year of radio coverage of the Angels, the only radio station associated with the team since it started as the Los Angeles Angels in 1961. The games will be carried by a 22-station regional radio network in California, Nevada and Arizona. In the past the

broadcasts have been carried by a 20-station network. During 1968 the play-by-play of 184 baseball games will be carried by KMPC and the entire network. There will be 22 preseason broadcasts. Network stations are fed the pre and postgame shows and sell them locally. Three major advertisers share the sponsorship of the pre and postgame shows on KMPC only. They are Alpha Beta Markets through Eisaman, Johns & Laws, Chrysler Dealers of Southern California through Young & Rubicam and Wheaties through Knox-Reeves. In addition, KMPC sells a pre-pregame show to Bonanza Airlines out of McManus, John & Adams and an in-between doubleheader show to Shulton out of Wesley & Associates. KTLA-TV Los Angeles, which like KMPC and the

## American League

Team	1968 Rights	1967 Rights	Television	Radio	Sponsors & Agencies
BALTIMORE	\$ 700,000	\$ 700,000	WJZ-TV	WBAL (67)	Natl. Brewing (Doner), $\frac{1}{4}$ radio-TV; Allegheny Pepsi-Cola Bottling Co. (Torrieri-Myers), 1/9 radio-TV; Sun Oil Co. (Esty), 3/18 TV; R. J. Reynolds (DFS), Gen. Cigar (Y&R), Tasty Baking, each 1/9 TV; Central Savings Bank (Doner), Commercial Credit Co. (Doner), Baltimore News American (Doner), Gen. Mills (Knox Reeves), each 1/18 radio; $\frac{1}{4}$ radio open.
BOSTON	690,000	690,000	WHDH-TV (7)	WHDH (43)	Narragansett Brew. (NH&S), Atlantic-Richfield (Ayer), each $\frac{1}{4}$ radio-TV; General Cigar (Y&R) 1/6 radio-TV; Chrysler-Plymouth Dealers (Y&R) 1/6 radio; R. J. Reynolds (DFS), 1/6 TV.
CALIFORNIA	950,000	900,000	KTLA	KMPC (22)	Std. Oil of Calif. (BBDO), Anheuser-Busch (Gardner), each $\frac{1}{4}$ radio-TV; Allstate Insurance (Burnett), Volkswagen Pacific (DDB), each $\frac{1}{4}$ TV; Continental Airlines, (NH&S), P. Lorillard (FCB), each $\frac{1}{4}$ radio.
CHICAGO	1,600,000	950,000	WFLD-TV (1)	WMAQ (90)	Gen. Finance (PKG), $\frac{1}{4}$ radio; Chicagoland Oldsmobile Dealers (Stern-Walters-Simmons), G. Heileman Brew. (M-E), each 1/6 radio; Zenith Distributing (Interocean Adv.), 1/9 radio; 1/6 radio open. All TV open.
CLEVELAND	750,000	750,000	WJW-TV (6)	WERE (25)	Sun Oil (Esty), $\frac{1}{4}$ TV; Pure Oil (Burnett), $\frac{1}{4}$ radio; Stroh Brew. (Zimmer, Keller & Calvert), $\frac{1}{4}$ radio; General Cigar (Y&R), 3/16 radio; General Mills (Knox Reeves), 1/16 radio; 2/16 radio open; $\frac{1}{4}$ TV open.
DETROIT	1,200,000	1,200,000	WJBK-TV (6)	WJR (31)	Pabst Brew. (K&E), 5/16 TV; Sun Oil (Esty), $\frac{1}{4}$ TV; R. J. Reynolds (DFS), 3/16 TV; Gen. Cigar (Y&R), Oldsmobile (Brother), Allstate Insurance (Burnett), AC Spark Plugs (Burnett), each 1/16 TV; Stroh Brew. (Zimmer, Keller & Calvert), $\frac{1}{4}$ on WJR and lower Mich. radio network; Goodrich (BBDO), 1/9 radio; Natl. Bank of Detroit (Burton-Lachiusa-Sohigian), 1/6 radio; Pure Oil (Burnett), 2/9 radio; 1/6 radio open.
MINNESOTA	600,000	600,000	WTCN-TV (15)	WCCO (100)	Hamm Brew. (C-M), $\frac{1}{4}$ radio-TV; Twin City Federal (Colle McVoy), $\frac{1}{4}$ radio-TV; Pure Oil (Burnett), 3/18 TV, 2/9 radio; Allstate Insurance (Burnett), Schweigert Meat Co. (Fessel-Siegfried-Moeller), each 1/18 TV; Gen. Mills (Knox Reeves), 1/9 radio; 1/18 TV open.
NEW YORK	1,500,000	1,250,000	WPIX	WHN (38)	G. Kreuger Brew. (West, Weir & Bartel), $\frac{1}{4}$ radio; Atlantic-Richfield (Ayer), $\frac{1}{4}$ radio; American Airlane (DDB), $\frac{1}{4}$ TV; Pabst Brew. (K&E), $\frac{1}{4}$ TV; General Cigar (Y&R), $\frac{1}{4}$ TV; $\frac{1}{4}$ TV open; $\frac{1}{4}$ radio open.
OAKLAND (KANSAS CITY)	1,100,000	165,000*	KBHK-TV (3)	KNBR (9)	Atlantic-Richfield Co. (Hixon & Jorgensen), $\frac{1}{2}$ radio-TV; $\frac{1}{2}$ radio-TV open.
WASHINGTON	325,000	325,000	WTOP-TV	WTOP	Carling Brew. (Cabot), $\frac{1}{4}$ TV; R. J. Reynolds (DFS), Gen. Cigar (Y&R), each 1/9 TV; Allstate Insurance (Burnett), Volvo (Scali, McCabe & Sloves), each 1/18 TV; $\frac{1}{4}$ TV open; Atlantic-Richfield (Ayer), Household Finance (NH&S), each 1/6 radio; B. F. Goodrich (BBDO), 1/9 radio; remainder radio spot carrier.
<b>A. L. TOTALS</b>		<b>\$9,415,000</b>	<b>\$7,530,000</b>		
<b>MAJOR LEAGUE</b>					
<b>TOTALS</b>		<b>\$19,085,000</b>	<b>\$17,125,000</b>		

Angels is owned by Golden West Broadcasters, will televise 30 games, the same as last year, but 24 of them—more than ever before—will be regular season contests. All games will be in color. Household Finance out of Needham, Harper & Steers has one-third of the postgame show on TV with the rest of the pre and postgame time still open. Buddy Blattner and Don Wells will do the play-by-play on radio-TV.

**Chicago White Sox** ■ WFLD-TV Chicago, the multimillion-dollar model UHF venture of Field Enterprises Inc. started—but no longer run by—Sterling C. (Red) Quinlan, this season begins the first of a five-year rights agreement with the Sox, previously on WGN-TV Chicago. The WFLD-TV deal, of Quin-

lan vintage, is said to be full of escalation clauses depending on TV network size and could run well into several millions for the five years. At present posture, however, with 1968 Sox games now set to run on WFLD-TV and WVTW (TV) Milwaukee UHF in color, the TV rights cost is estimated at about \$1 million for this season. Jack Drees will do play-by-play and Dave Martin will handle color. As of last week WFLD-TV reported no sponsors signed for the Sox. The package calls for 144 regular season games (part of West Coast games presently omitted due to line costs) plus two exhibition events. WFLD-TV is sending its \$900,000 color remote unit to Florida for shakedown at training camp. The Sox radio network for the second year of a two-year pact will be fed by

wmaq Chicago to some 90 stations. A total of 187 games including 25 exhibitions are involved. General Finance Corp., now in its 17th consecutive year of baseball sponsorship, through Post-Keyes-Gardner, Chicago, takes one-third on wmaq and some 75 outlets of the network, up 10% over last year's GFC list. Bob Elson and Red Rush will handle radio announcing.

**Cleveland Indians** ■ WJW-TV Cleveland, in second year of a three-year pact, will feed 48 games in color to a six-station TV network in Ohio, Pennsylvania and West Virginia. WERE Cleveland, starting a new five-year agreement, will feed a package of regular season games plus 10 preseason exhibitions plus two mid-season exhibitions

to a radio network of 25 stations. Harry Jones and a partner to be named will announce for TV while Bob Neal and Herb Score will handle radio.

**Detroit Tigers** • WJR Detroit, which has picked up its option for two more years, will feed regular season plus 10 exhibition games to a 20-station lower Michigan radio network and an 11-station Upper Peninsula network. The Tigers club goes into its fourth season packaging its own TV exposure and this year has increased minute unit sales to a total of 16, highest so far. WJBK-TV Detroit will feed the schedule of 40 games, all in color, to a network of six stations not counting WSPD-TV Toledo, Ohio, which has made a separate pact for all 40 games to be sold locally and WKJG-TV Fort Wayne, Ind., which will take 17 games under similar special arrangement. George Kell and Larry Osterman will handle TV announcing while Ernie Harwell and Ray Lane will do radio.

**Minnesota Twins** • The Twins' radio-TV networks go into this season as the second year of three-year contract. WCCO Minneapolis will feed 171 games including nine exhibitions to a radio network of more than 100 stations in 14 states and two Canadian provinces. Pre-game and postgame features also will be fed to the network for local sponsorship. WTCN-TV Minneapolis-St. Paul will again feed 50 games in color to a 15-station TV network covering Minnesota, North and South Dakota, Iowa and Wisconsin. Merle Harmon, Herb Carneal and Halsey Hall will handle both radio and TV coverage.

**New York Yankees** • In its 10th year with the Yankees, WPIX-TV New York will carry 115 games, including three exhibitions. Plans for a regional network have not been settled. All home games will be in color; road games will be in color if the stadium facilities are available. WPIX plans to reinstate its centerfield camera, discontinued last year because of complaints from various clubs on sign stealing. No pregame or postgame shows are planned. WHN New York, for the second year of a four-year contract, will broadcast all 162 games plus 28 exhibitions. A radio network feed of some 38 stations in New York, Connecticut, Pennsylvania and New Hampshire is planned. Marv Albert will handle the 15-minute *Warmup Time*, sponsored by Pontiac through Mac-Manus, John & Adams and STP Oil through Arthur Meyerhoff, and the postgame *Scoreboard*, sponsored by Supphose Division of Kayser-Roth through Daniel & Charles and Household Finance through Needham, Harper & Steers. Frank Messer, Phil Rizzuto and Jerry Coleman will call the games on radio-TV.

**Oakland Athletics** • KNBR San Francisco, an NBC-owned station, will originate Athletics games to a regional network of six stations in Northern California and two stations in Nevada. KBHK-TV San Francisco, Kaiser Broadcasting's UHF that signed on the air on Jan. 2, will originate 25 road games to KOVR-TV Sacramento and KMJ-TV Fresno, both California, and possibly a third station in Reno. The new television station, which pulled off a coup by sharing rights to the telecasts with Atlantic-Richfield, has not been able to sell the play-by-play to another national advertiser, possibly due to its late start getting on the air. Thus Atlantic-Richfield will sponsor half of the telecasts (all regular season games and all in color) with the other half to be sold as a spot carrier. A pregame program currently is being offered to advertisers with a postgame show a possibility. KNBR, like KHBK-TV, is working on the first year of a five-year contract with the new team that arrived on the West Coast via Kansas City. Pregame and postgame programs on radio will go to selected stations of the nine-station regional network. These programs will be sponsored by the Pontiackers (Bay Area Pontiac Dealers) and Smith's Clothing through Wenger-Michael, Inc. Monte Moore and Al Helfer will handle play-by-play and pregame shows on radio and TV. They also will do the postgame program on radio, with KBHK-TV sports director Bob Foust doing the postgame on TV, if such a show is programmed.

**Washington Senators** • WTOP-TV Washington will carry 35 games in color this year including 24 road games. There will be no pregame or postgame shows on television, although WTOP-TV is scheduling a half-hour film show about pro stars from various sports (*The Professionals*) before seven of the games. There will be no regional television network, although a regional radio network was still a possibility as of last week. WTOP Washington will carry the regular season radio contests plus 10 exhibition games. Pregame and postgame programs on radio are also considered a possibility. Dan Daniels and John MacLean will call the games on radio-TV.

## NATIONAL LEAGUE

**Atlanta Braves** • The Braves, who hold the radio-TV rights and package the games, are planning a 20-game TV schedule fed through WSB-TV Atlanta. With the possible exception of one game, all games this year will be in color, compared to 15 games in color of the 19 televised last year. The games are fed to a television network of 23 stations and a radio network numbering

47 stations through WSB. The two networks cover six states: Georgia, Alabama, South Carolina, Tennessee, North Carolina and Florida. Plans now are for both pregame and postgame shows on radio, and for a postgame show on television. These programs will be fed to the network for local sale. Milo Hamilton and Erine Johnson will handle radio-TV coverage. Carl Sell will assist for color on TV and Dizzy Dean will make six guest appearances.

**Chicago Cubs** • WGN-AM-TV Chicago is entering a new three-year radio-TV agreement with Cubs now that TV coverage of the White Sox moves to WFLD-TV Chicago. Until now the Sox and Cubs had split schedules on WGN-TV. With 1968 WGN-TV enters its 20th year of airing Cubs (color since 1960). This season WGN-TV will carry 144 regular-season and two exhibition games in color (part of West Coast schedule is omitted due to line costs). In addition WGN-TV for second year is feeding a regional TV network of seven Midwest stations in Illinois, Wisconsin and Iowa, 33 games in which Pabst Brewing Co. through Kenyon & Eckhardt has bought four minutes per game (network only, exclusive of WGN-TV where Schlitz is a Cubs sponsor). TV announcing will be handled by Jack Brickhouse and Lloyd Pettit. For the Cubs on radio WGN will air all 162 regular season games plus exhibitions. A regional radio network is a possibility but not set. Radio announcers are Vince Lloyd and Lou Boudreau.

**Cincinnati Reds** • WCKY Cincinnati predicts a radio network of about 100 stations this year and will feed regular season plus about 20 preseason games. Weidemann Brewing Co., basic radio rights holder, has just moved its account to McCann-Erickson, Chicago, so all details are not set. Jim McIntyre and Joe Nuxhall will handle radio announcing. WLWT-TV Cincinnati, which holds TV rights in association with Hudepohl Brewing, will originate color coverage of 42 regular-season games for a network that also includes Avco's WLWD-TV Dayton, WLWC-TV Columbus, both Ohio, and WLWI-TV Indianapolis, plus WLEX-TV Lexington, Ky., and WSAZ-TV Huntington, W. Va. Ed Kennedy and Frank McCormick will do games on TV.

**Houston Astros** • Again packaging its own games, the Astros radio and television network will feed 16 TV stations in Texas and Louisiana through KTVT-TV Fort Worth-Dallas and 32 radio stations through KPRC Houston. The radio network covers Texas, Louisiana, Arkansas and New Mexico and includes four 50 kw stations (WOAI San Antonio, Tex.,

KRLD Dallas, WWL New Orleans, and KWKH Shreveport, La.). The Astros Spanish-language network includes some 80 stations in Mexico, Central and South America. The club will televise at least 14 road games although no color telecasts are contemplated because of cost. On radio 162 regular-season games will be broadcast plus about 20 spring training games. Pregame and postgame shows will be packaged as sponsored shows with Montsano Chemical through Doyle Dane Bernbach taking half. English play-by-play plus pregame and postgame duties will be performed by Gene Elston, Loel Passe and Harry Kalas. Heading the Spanish-language crew will be Rene Cardenas and Orlando Sanchez Diago.

**Los Angeles Dodgers** ■ In its 11th consecutive year of television coverage of the Dodgers, KTTV(TV) Los Angeles has added two more exhibition games than last year to what always has been a sparse schedule, making a total of four this year. As usual, regular-season games on TV will be limited to the nine played against the Giants in San Francisco. All 13 games—regular season and exhibition—will be in color. The station also reports that it's "entirely possible" that additional games may be telecast as the season progresses. KFI Los Angeles will be the originating station for radio coverage of 27 exhibitions and the entire regular Dodger schedule on a regional network of eight stations in California and one station in Nevada. In addition, KHAI Honolulu and KOY Phoenix also may possibly pick up the network feeds. KOY would in turn feed the radio broadcasts to seven other stations in Arizona. KWKW Los Angeles, a Spanish-language station, will originate Dodger home play-by-play broadcasts for Latin audiences and pick up most road games from KFI. Pregame and postgame shows are sold as a radio-TV package and are simulcast. Packard-Bell through Sachs, Finley & Kaye will sponsor the pregame activities. LMD Chevrolet (Chevrolet Dealers Association of Southern Calif.) through Eiseman, Johns & Laws, and Knudsen Creamery out of Grey Advertising will share in sponsorship of the postgame program. Announcers for all the broadcasts are Vin Scully and Jerry Doggett.

**New York Mets** ■ In its second year of a five-year contract, WOR-TV will broadcast 120 Mets games, three of them exhibitions. All 74 home and 43 road games will be in color. Fewer night games will be televised this year (70 in 1967, 55 in 1968). *Kiner's Corner* with Ralph Kiner, sponsored by Chrysler Corp. through Young & Rubicam and Moore Paints through Dreher, each with a half, will be both a pre and postgame show. Mr. Kiner

also announces the games with Lindsey Nelson and Bob Murphy on both radio and TV. WJRZ Hackensack (Newark), N. J., also in the second year of a five-year contract, plans to feed 192 games including 29 exhibitions to WGLI Babylon, N. Y., as part of a five-year contract, and to a regional network in New York, New Jersey, Connecticut, Pennsylvania, Massachusetts, Rhode Island, New Hampshire, Vermont and Maine. A total of 31 stations have already been contracted for or are negotiating, and more stations are expected to be added to the lineup. The Mets have finally returned to New York City through the addition of WABC-FM New York to the network. The pre-game show *Mets Intro* and postgame *Scoreboard* are announced by Bob Brown.

**Philadelphia Phillies** ■ WFIL-TV Philadelphia is televising all Phillies games in color this year for the first time. The station will television 59 regular season games plus two exhibitions. Three 10-minute pregame shows with Stan Hochman, Les Keiter and Richie Ashburn and a 10-minute postgame wrapup with Bill Campbell will be carried by all five stations of the TV network. WCAU Philadelphia this year acquired radio rights to Phillies games and plans to carry 20 exhibitions in addition to the regular-season contests. Most of the 23-station radio network will carry the two 10-minute pregame shows and the five minute postgame show. Byrum Saam, Bill Campbell and Richie Ashburn will do the air work on radio-TV.

**Pittsburgh Pirates** ■ KDKA-TV Pittsburgh will televise 38 road games of the Pirates this season and, for the first time, all the TV games will be in color. The three Pennsylvania stations in the TV network will carry the pre-game and postgame shows in addition to the games. KDKA Pittsburgh will feed regular-season contests plus 30 exhibition games to a 30-station network in Pennsylvania, West Virginia and Maryland. The pregame and postgame shows on KDKA will not be fed to the network. Bob Prince will handle radio-TV play-by-play and will be assisted on radio by Jim Woods and Nelson King. Tom Bender will join in for the pregame and postgame radio shows.

**St. Louis Cardinals** ■ KMOX St. Louis again will feed one of the biggest baseball radio networks, totaling over 100 stations, with a package of 182 games including 20 preseason events. Pregame and postgame show feeds to the network also are for local sale. KSD-TV St. Louis will feed a color package of 24 regular-season games plus one exhibition to a TV network of 16 stations in Oklahoma, Nebraska, Iowa, Kansas and Arkansas. KSD-TV is selling a total of 20

minutes per game this season. Announcers for both radio and TV are Harry Caray and Jack Buck.

**San Francisco Giants** ■ KTVU(TV) Oakland-San Francisco, which has been telecasting Giants baseball for seven years and owns the TV rights to these games, has scheduled 19 color telecasts, including two exhibitions. Nine of these, as has been traditional, will be Dodgers games from Los Angeles. Last year 18 of the 19 telecasts were in color. The pregame show will be sponsored by Volvo Dealers through Carl Ally Inc. Postgame show sponsors will be Household Finance through Needham, Harper & Steers; and United Vintners through Honig-Cooper & Harrington. KSFO San Francisco, in its 11th year with the Giants, will carry 12 exhibitions in addition to the regular-season contests to an 18-station radio network in California, Arizona and Hawaii. A feed also will be made to the Alaska Broadcasting System in Anchorage. Armour & Co. through Young & Rubicam, Western Airlines through BBDO, Wheaties through Knox-Reeves and Kaemper Barrett (Packard-Bell) through Gross, Cappel, Pera & Rockey will sponsor the pregame shows on radio. The radio-TV play-by-play and adjacent programs will be handled by Russ Hodges and Lon Simmons, with Bill Thompson added on play-by-play on radio.

## Coty shift adds \$4 million to DK&G

Delehanty, Kurnit & Geller, New York, has been chosen by the Coty Division of Chas. Pfizer & Co., New York, as the agency for the Coty Originals cosmetic line and new-product line, which had been at Warren, Muller, Dolobowsky, New York. Coty projected the 1968 billing at \$4 million, with \$3 million of it in broadcast.

The Coty billing is the largest at DK&G, according to an agency spokesman. He said the agency now is billing about \$14 million annually.

## Marschalk inks Sheaffer Pen

The W. A. Sheaffer Pen Co., a Textron Inc. company, has named the Marschalk Co., New York, as its agency. Marschalk already handles Textron's corporate advertising as well as that of its Speidel Corp. and Gorham Corp. subsidiaries. Sheaffer billed about \$1 million in all media in 1967. Post-Keyes-Gardner Inc., Chicago, had the Sheaffer account. Marschalk and Scripto Inc., Atlanta, another writing instrument manufacturer, have parted by "mutual consent."